

AAIDNEWS Rate Card

AAIDNEWS—4 color, 8 ½” x 11” publication, published quarterly (January, April, July, October). Reports Academy news and events. Includes columns on the Research Foundation, Admissions & Credentials Board, and the American Board of Oral Implantology/Implant Dentistry. Reports about member activities and promotes the art and science of implant dentistry.

Distribution: Approximately 3,000

Deadlines:

<i>Issues</i>	<i>Deadlines</i>
January	November 15
April	February 15
July	May 15
October	August 15

Advertising

Mechanical Requirements

¼ (horizontal)	6 ¾” x 2 ¼”
½ page (vertical)	3 ¼” x 9”
½ page (horizontal)	6 ¾” x 4 ¾”
Full page ad	7 ¾” x 9 ½”

Rates (per placement)

Black and White Advertisements EACH

	1x	2x	3x	4x
¼ page ad	\$200.00	190.00	180.00	170.00
½ page ad	\$400.00	380.00	360.00	340.00
Full page ad	\$600.00	575.00	550.00	525.00

4 - Color Advertisements EACH

	1x	2x	3x	4x
¼ page ad	\$400.00	375.00	350.00	325.00
½ page ad	\$600.00	575.00	550.00	525.00
Full page ad	\$800.00	775.00	750.00	725.00

No bleeds accepted.

Reproduction Requirements: Digital images in PDF or TIFF PC format only. Resolution must be 300 dpi or better. Artwork must be submitted via e-mail to max@aaid.com or on CD-ROM.

Classified Advertisements

Rules & Requirements

- The classified ad must be succinct and include appropriate contact information.
- The AAID has the right to refuse any classified ad if it contains inappropriate content.
- The AAID reserves the right to edit and/or abbreviate words in the classified ad for publication layout purposes.

Rate: \$75 per placement